

**WILLIAMSBURG CITY COUNCIL
WORK SESSION
OCTOBER 6, 2008**

The Williamsburg City Council held a work session on Monday, October 6, 2008, at 4:00 p.m., in the City Council Chambers of the Stryker Building.

ATTENDANCE

Present were Ms. Zeidler and Ms. Knudson, Messrs. Haulman, Freiling, and Braxton. Also present were City Manager Tuttle, City Attorney Phillips, and City Clerk Crist.

Staff Attending: Assistant City Manager Miller, Assistant City Attorney Workman, Economic Development Director DeWitt, Communications Specialist Hoving, and Department Heads Nester, Clayton, Serra, Yost, and Hudson.

CALL TO ORDER

Mayor Zeidler called the meeting to order.

Public Comment: Items for City Council Meeting of October 9, 2008

Mayor Zeidler asked for public comment regarding the regular meeting or on any subject.

BACKGROUND PRESENTATIONS/DISCUSSION

Rita Welsh Adult Literacy Program

Mr. Tuttle introduced Ms. Joan Peterson, Executive Director of RWALP.

Ms. Peterson was appreciative of the opportunity to speak to Council about the Adult Literacy Program. The special niche of the program is providing one-to-one tutoring in reading, writing, math, and ESOL. Ms. Peterson provided a slide presentation to review Learner Goals, Learner Profiles, and Learner Referral Sources. She noted that it is amazing the number of people that cannot read. Many adults in Williamsburg have less than a 9th grade education, kids don't graduate because they have not learned, and workers must be able to read. Learning to read is life transforming.

Ms. Peterson was excited about the future. There is still room for improvement and she wants to increase their presence in the community and expand the locations for screening. The office will relocate to the new School of Education. Ms. Peterson stated that the city's support of the program is needed.

Mayor Zeidler thanked Ms. Peterson for the update.

Ms. Peterson and Council discussed:

- Last year, the program served 250 people; 60 of them lived or worked in Williamsburg.
- Ms. Peterson is the first full time Director with six part-time employees.
- Volunteers donated 7000 hours last year, many of whom are retirees and college students. Volunteers receive training, but the training could be improved.
- They are currently conducting a capital campaign to raise \$750,000 in order to move to the School of Education.
- The program has assisted people with obtaining GEDs.

- The college provides in-kind contributions to the program.
- Suggested dialog with the Restaurant Association and Chamber of Commerce.
- The learning process is sometimes slow because workers going through the program hold two and three jobs and face many obstacles.

Ms. Peterson said that Rita Welsh changes lives—people get so excited to know that they can learn to read.

Draft of 2009-2010 Goals, Initiatives, and Outcomes

Reference for this item was Mr. Tuttle's report dated October 2, 2008. Mr. Tuttle said that in August Council discussed the draft goals at its August retreat and held a public hearing. In September an evening public meeting was held to collect citizen comment and the city launched "Peak Democracy" on-line. Council was provided with a copy of the draft "Goals, Initiatives and Outcomes" for discussion. Following the discussion, staff will update the draft with adoption planned for the November regular meeting. On November 17, the city will hold the "State of the City" public event. He noted that the outcome metrics will be revised and the second draft provided to Council within the next week.

Mr. Tuttle reviewed each of the nine goals and 68 proposed initiatives. Mr. Haulman suggested, where applicable, that items be cross referenced in the goals sections. Council members provided Mr. Tuttle with their comments.

I. Character of the City

II. Economic Vitality

Mr. Haulman said he would like to have more discussion about appropriate measures. What is realistic for the next two years given these uncertain economic times? Mayor Zeidler suggested graphics to show trends and how the initiatives fit into a longer range vision.

Mr. Freiling suggested that the goal statement wording be revised by removing the word "*heritage*" before the word "tourism" and inserting the words "*and education*" after the word "tourism."

III. Neighborhoods and Housing

Council members discussed the meaning of the outcome metrics.

IV. Transportation

Mr. Freiling asked that the Monticello Avenue/Ironbound Road Pedestrian Improvements be added.

V. Public Safety

Mr. Haulman and Mr. Tuttle discussed the desire outcome. Mr. Tuttle said that when possible, some measures are derived from ICMA Consortium measures.

Mr. Freiling suggested that staff think about a way to link public safety and tourism.

VI. Education and Human Services

Mr. Haulman asked about metrics for ageing in place. Ms. Knudson commented that it is

not known how many seniors are in their homes and in need of services.

VII. Recreation and Culture

Mr. Haulman suggested adding the initiative to expand the Festival Williamsburg presence in the city.

Ms. Knudson raised the issue of getting the word out that certain city zoning districts allow artists and artisans as home occupations.

VIII. Environmental Sustainability

Mr. Freiling asked that staff review the wording of the initiative regarding raw water and consider the goal is to provide water security.

IX. City Organizational Leadership

Mr. Tuttle concluded the review.

Mayor Zeidler noted that people may still comment on-line using the "Peak Democracy" program through October 31, 2008. Mr. Tuttle encouraged Council members to view the program.

Council members and Mr. Tuttle briefly discussed the need to improve the ways staff receives citizen comment about goals and initiatives at the evening public comment session.

Mr. Tuttle said that when the changes to the draft Goals, Initiatives, and Outcomes are completed, they will be posted on the city's website for citizen review and comments.

Mr. Haulman suggested that a "Citizen Comment" session on the Goals, Initiatives, and Outcomes be placed at the top of the November 9 agenda. Council members concurred.

CITY COUNCIL COMMUNICATIONS

Neighborhoods Council: Mayor Zeidler noted that Mr. Tuttle's presentation at the October NC meeting was well received. Ms. Knudson said that he did a good job addressing the topic of density.

"Creative Tourism" Conference: Mayor Zeidler said that Michele DeWitt and she attended the UNESCO conference last week. They will pull together information and thoughts regarding the things they learned.

Schedule of Meetings: October 2008

Council members received the monthly meeting calendar. Mr. Tuttle noted that the City's United Way Kick-Off Breakfast will be held on Friday, October 17. On October 30, the joint City Council/Planning Commission breakfast meeting will be held.

OPEN FORUM

No one wished to speak. The session was closed.

The meeting adjourned at 5:18 p.m.

Approved: November 13, 2008

Jeanne Zeidler, Mayor

Shelia Y. Crist, MMC
Clerk of Council